



WTIC-TV

ORDER

Print Date 10/15/12

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Flight Dates 10/17/12-10/22/12

Contract / Revision 398436 / LINDA MCMAHON 4 SEN

Original Date / Revision 10/15/12 10/15/12 Agency Com 15%

Billing Contact

Advertiser LMcMahon/Republican/ Sen

Agency Mentzer Media Services Inc

Buying Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286

Product

LINDA MCMAHON 4 SEN

Agency Com 15%

Billing Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1501

Alt Order # 06374449

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 01

Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 21% Market Value 41619

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	34%	14150
4WVIT	23%	9572
5WTNH	20%	8323
6WCTX	2%	832
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	5	\$7,429.00	\$8,740.00	0.00	10/01/12	10/22/12	5	\$7,429.00	\$8,740.00
Totals	5	\$7,429.00	\$8,740.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/18/12	10/18/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	--- 1---	1:00	1	\$220.00	01	0.00	NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	--- 1---		1		\$220.00		0.00					
E 2	61	10/19/12	10/19/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	---- 1--	1:00	1	\$150.00	01	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	---- 1--		1		\$150.00		0.00					
E 3	61	10/17/12	10/17/12	Wed Prime Rotator Wed 8p-10p	CM	8p-10p	-- 1----	1:00	1	\$8,000.00	01	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	-- 1----		1		\$8,000.00		0.00					
E 4	61	10/22/12	10/22/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	1-----	1:00	1	\$220.00	01	0.00	NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	1-----		1		\$220.00		0.00					
E 5	61	10/22/12	10/22/12		CM	5p-6p	1-----	1:00	1	\$150.00	01	0.00	NM	1	\$150.00



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Contract / Revision **398436** Flight Dates **10/17/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1501**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				M-F 5p-6p										
				M-F 5p-6p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/22/12	10/28/12	1-----					1	\$150.00		0.00		
													Totals	5 \$8,740.00